

Exhibit E



What's Your Eating Strategy?

Stay calorie conscious and eat like a king!

HAVE IT YOUR WAY® Eating Strategies with great-tasting fire-grilled food at **BURGER KING®** restaurants.

Try these menu items!	Calories	Total Fat (g)	% Daily Value*	Saturated Fat** (g)	% Daily Value**	Total Cholesterol (g)	Protein (g)	Fiber (g)	Sodium (mg)	% Daily Value**
WHOPPER® Jr. w/ French fries (no mayo)	290	17	32%	4.5	23%	40	15	2	490	21%
CHICKEN TENDERS® (6) w/ French fries and Ranch dressing (no mayo)	255	12	23%	3	16%	35	12	1	650	28%
Happy Hamburger® w/ French fries and ketchup	330	14	26%	5	25%	90	12	1	1130	49%
CRISPER® Jr. w/ French fries, Onion Rings and ketchup	420	20	37%	5	27%	80	35	4	1270	55%
CRISPER® w/ French fries, Onion Rings and ketchup	450	23	42%	2	10%	75	37	4	1210	52%
5th Avenue® Jr. w/ French fries and ketchup	420	16	29%	2.5	13%	10	25	7	1100	48%
WHOPPER® w/ French fries and ketchup	510	22	39%	14	43%	80	32	3	890	38%
5th Avenue® Jr. w/ French fries and ketchup	80	3	6%	1	4%	0	1	2	230	10%
Apple Pie®	90	1	2%	0	0%	0	0	<1	0	0%
Onion Rings®	90	0	0%	0	0%	0	0	0	15	0%
French Fries®	140	0	0%	0	0%	0	0	0	20	0%
Apple Pie® w/ French fries and ketchup	0-5	0	0%	0	0%	0	0	0	0-35	0-1%

*Saturated Fat does not include Trans Fat.

**Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

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Quick Nutrition Guide

Kids age 4-8	<ul style="list-style-type: none"> 1200 -2000 calories / day Determined by age, gender, and activity level 	<ul style="list-style-type: none"> 33g -46g of fat daily for LOW end of this calorie range 55g - 77g of fat daily for HIGH end for this calorie range 	<ul style="list-style-type: none"> Limit to 1900 mg a day
Kids age 9-13	1400 - 2500 calories / day Determined by age, gender, and activity level	33g - 46g of fat daily for LOW end of this calorie range 55g - 77g of fat daily for HIGH end for this calorie range	Limit to 2200 mg a day
Adults and teens (≥14 years)	<ul style="list-style-type: none"> 2000 calories a day is the average daily energy requirement Determined by age, gender, and activity level 	<ul style="list-style-type: none"> 55g - 77g of fat for this calorie level 	<ul style="list-style-type: none"> Limit to 2300 mg a day

These recommendations are based on: *American Heart Association®, 2005 US Dietary Guidelines, and Dietary Reference Intakes (DRIs).*

Calorie needs vary from person to person by age, gender and activity level. For information on you or your child's specific dietary and physical activity recommendations, please visit: <http://www.mypyramid.gov>, <http://www.health.gov/dietaryguidelines/dga2005/recommendations.htm>, <http://www.health.gov/dietaryguidelines/dga2005/healthieryou/html/chapter12.html>

For meal combinations available at **BURGER KING®** restaurants, or to customize your burger, sandwich, or salad to **HAVE IT YOUR WAY®**, please visit our website at: <http://www.bk.com> in our Nutrition Section go to "Build-A-Meal".

- Be mindful of excess calories to help maintain or lose weight, try using less salad dressing or dipping sauces, and order you sandwich without or less mayonnaise.
- Being fit like a king means eating the appropriate amount of daily calories and being physically activity too! So pick you favorite activity and go for it!!! Try to be physically active at least 30 minutes most days of the week.